Section

Introduction to Web Design

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Sponsored by Glencoe/McGraw-Hill Publishing

Materials taken from
***Introduction to Web Design* Using Dreamweaver**
by Evans & Hamm
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Business Education . . . for a SUPER Future
Missouri Business Education Association Conference
July 2006 – Springfield, Missouri

Section **1.1** **Introduction to the Web**

The Internet and the World Wide Web

The **Internet** and the **World Wide Web** are not the same things. The Internet provides access to the World Wide Web.

The information on the Web is stored in individual **files**.

Internet Hardware, such as computers, cables, and telephone wires, that is connected to create a massive worldwide network. (p. 6)

World Wide Web Software that sends information that is stored in files along the Internet's hardware. (p. 6)

file Contains information, such as text, graphics, video, or animation, that is stored on computer hardware. (p. 6)

Section **1.1** **Introduction to the Web**

How the Web Works

A **Web browser** displays Web sites.

A **Web site** is made up of **Web pages**.

Hypertext Markup Language (HTML) is the code used to create Web pages.

Web browser Software application that interprets files to display Web pages on the user's computer. (p. 7)

Web site A group of related files organized around a common topic. (p. 7)

Web page A single file within a Web site that has a unique name. (p. 7)

Section **1.1** **Introduction to the Web**

How the Web Works

A **home page** is generally the first page a user sees when visiting a site.

home page The main page on a Web site that contains general information about the site, such as an introduction and a list of other available pages. (p. 7)
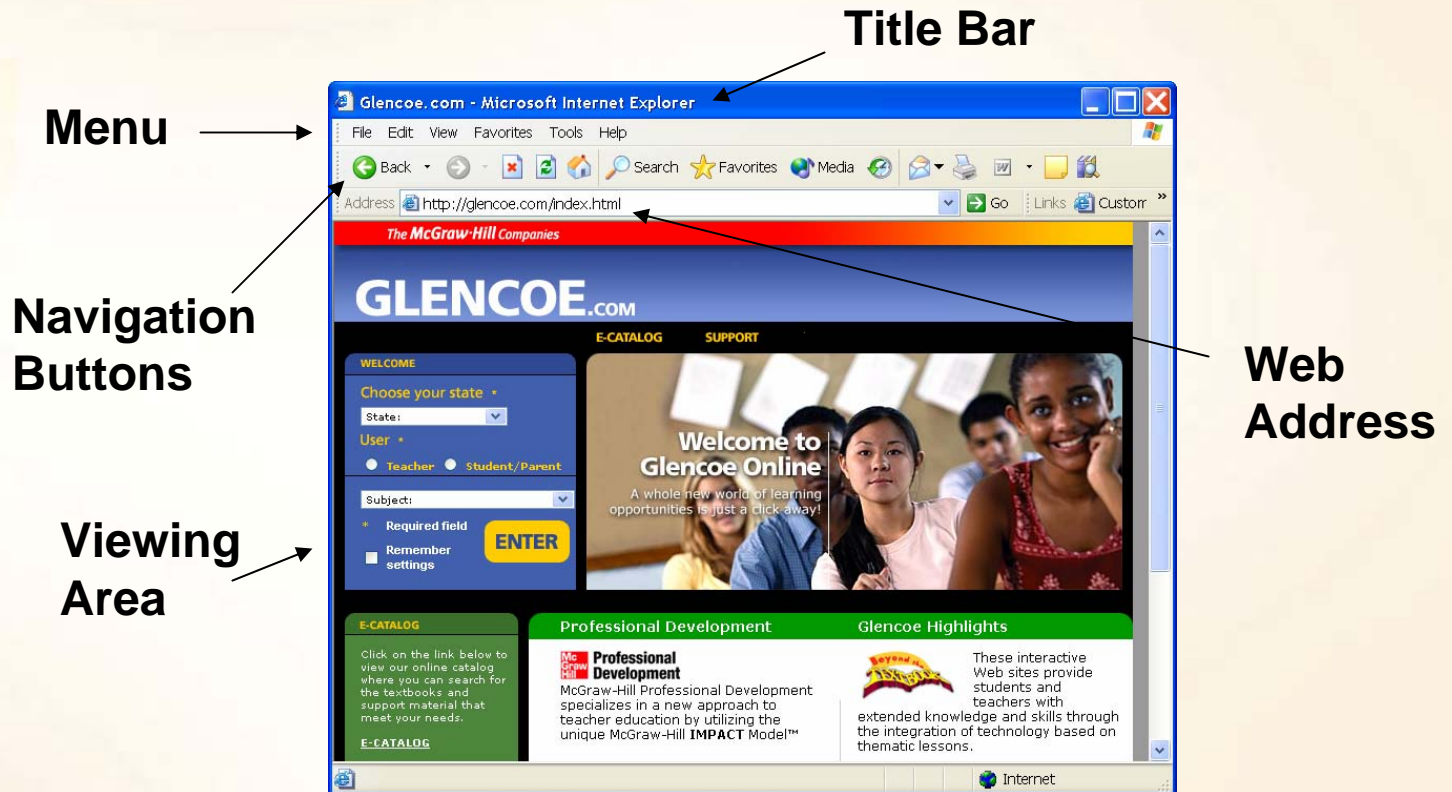
Section **1.1** **Introduction to the Web**

How the Web Works

A Web browser translates the text-based HTML into a graphical Web page.

Title Bar

Menu

Navigation Buttons

Web Address

Viewing Area

Section **1.1** Introduction to the Web

Types of Web Sites

- **Commercial sites**
  - E-commerce sites
  - Corporate presence sites
- **Portal sites**
- **Informational sites**
  - News sites
  - Government sites
  - Public interest sites
- **Educational sites**
  - School and university sites
  - Tutorials and distance learning
  - Museums and other institutions
- **Personal sites**

Section **1.2** **Elements of a Web Page**

Text and Graphics

Web designers use **text** and **graphics** to add interest to a Web site. The combination of text and graphics are the basics of a Web site.

text Consists of words, letters, numbers, and other symbols. (p. 12)

graphic A drawing, chart, diagram, painting, or photograph stored in a digital format. (p. 12)

Section **1.2** **Elements of a Web Page**

Multimedia

Many Web sites have **multimedia** elements, such as graphics, text, **audio**, **video**, **animation,** and interactivity.

multimedia The integration of elements such as graphics, text, audio, video, animation, and interactivity by means of computer technology. (p. 12)

audio Live, streamed, or recorded sound. (p. 12)

video Live or recorded moving images. (p. 12)

animation The movement of text and graphics. (p. 12)

Section 1.2 Elements of a Web Page

Hyperlinks

Hyperlinks can be a word, phrase, or graphic.

hyperlink A way to link Web pages together and allow users to move from one online location to another. (p. 13)
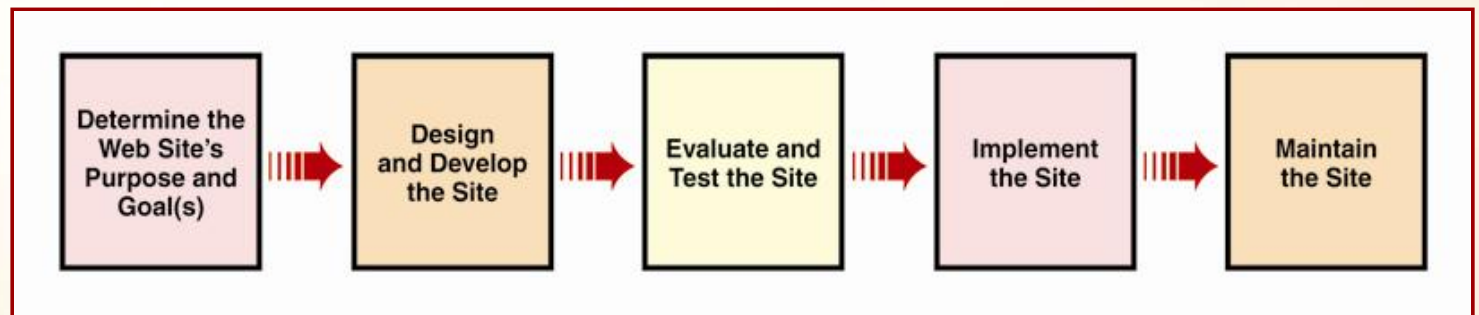
Section **1.3** **Web Site Development**

The Web Site Development Process

Step 1: Determine Purpose and Goals

- What are the site's purpose and goals?
- What tools do you need to reach your goals?
- Who is your primary (target) audience?
- What kinds of hardware and software are visitors likely to use?

Determine the Web Site's Purpose and Goal(s) ➡ Design and Develop the Site ➡ Evaluate and Test the Site ➡ Implement the Site ➡ Maintain the Site

Section **1.3** **Web Site Development**

The Web Site Development Process

Step 2: Design and Develop a Web Site

The design process can be divided into three categories:

- **Interaction design**
- **Information design**
- **Presentation design**

interaction design Part of the Web site design process in which you determine how the user is likely to navigate through the site. (p. 16)

information design Part of Web site design process in which you determine the content that will appear on each page. (p. 16)

presentation design Part of Web site design process in which you determine the physical appearance of the site's pages. (p. 16)

Section **1.3** ## Web Site Development

The Web Site Development Process

Step 3: Evaluate and Test a Web Site

- Make sure your hyperlinks work correctly.
- Use various browsers and different computers to view your site.

Step 4: Implement a Web Site

- Publishing a Web site means copying it to a Web server.
- This process is often referred to as "going live."

Step 5: Maintain the Site

- Add, delete, and update content and pages.
- Check that links continue to work properly.

Section **1.4** **An Introduction to Dreamweaver**

The Dreamweaver Interface

Dreamweaver is a Web site development tool that is sometimes referred to as a visual or WYSIWYG editor.

WYSIWYG stands for **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et.

Section **1.4** An Introduction to Dreamweaver

Main Dreamweaver Interface Elements

Dreamweaver has an easy-to-use **interface.**

Many of its features are similar to other software applications you have used.

interface Means by which a user interacts with a computer or a computer program. (p. 22)

Main Dreamweaver Interface Elements

There are seven major elements in the Dreamweaver interface:

1. Title bar
2. Menu bar
3. Toolbar
4. Document window
5. Status bar
6. **Panel**
7. **Inspector**

panel Element of Dreamweaver interface that contains tools and commands that users can use to manipulate their workspace. (p. 22)

inspector Dreamweaver interface element that provides information about Web page items. (p. 22)

Section 2.3 **Creating a Basic Web Site**

Creating and Saving a Web Page

When saving your Web pages, save them in a system of **folders** and **subfolders**.

The top-level folder is the **root folder**.

folder An item that helps the user organize files. (p. 48)

subfolder A folder contained within a folder, used to further organize files. (p. 48)

root folder The main folder on a Web site that contains all of the site's other files and folders. (p. 48)

Section **2.3** # Creating a Basic Web Site

Adding Text to a Web Page

When you **format** text, you specify how characters will look on the page.

Formatting text also involves choosing a **font**.

format The way text characters look on a page. (p. 51)

font A family of letters, numbers, and other symbols that share a consistent style (p. 51)

Section **2.3** **Creating a Basic Web Site**

Adding Graphics to a Web Page

One easy way to add graphics to a Web page is to use a premade graphic.

Section **2.3** # Creating a Basic Web Site

Creating Subpages

Most Web sites contain more than one page.

Multi-page sites have a main page and one or more **subpages**.

subpage A page that is a child of another page. (p. 55)

Section **3.2** **The Web**

Uniform Resource Locators (URLs)

HTTP requires that Web page **URLs** be in a standard format that browsers know how to interpret. Most URLs consist of four main parts

uniform resource locator (URL) A unique address that enables a browser to locate specific page files on the Web. (p. 71)

Protocol

Directory Path

http://www.mcgraw-hill.com/about/history.html

Address

Retrieved File

Section **3.2**   **The Web**

Uniform Resource Locators

The address of the Web page includes the **domain name**. The domain name includes a **domain name extension**.

domain name Part of a URL that identifies the entity (such as a university, individual, or business) that sponsors the Web site. (p. 72)

domain name extension Part of the URL that tells users what type of organization uses the address. (p. 72)

Domain name extension

http://www.mcgraw-hill.com/about/history.html

Section **3.2** **The Web**

Using a Web Browser

Web browsers are used to request, retrieve, and view Web pages. Different Web browsers interpret and display HTML differently.

Many browsers include **accessibility options** for differently abled individuals. For example, most browsers let users increase the size of text on the screen.

accessibility option A feature that allows differently abled individuals to access and use Web pages. (p. 73)

Section **3.3** Web Site Development Tools

Software Needs

The software tools used to create Web sites can be divided into two categories:

- **Text editors**
- **Web site development applications**

Dreamweaver is a Web site development application that uses a **WYSIWYG** interface.

text editor An application used to enter and edit the HTML code in a Web page. (p. 78)

Web site development application Sophisticated application package that some Web developers use to create Web sites. (p. 78)

WYSIWYG Applications that allow you to create Web pages so that what you see on the screen is very similar to the appearance of the final page; stands for "what you see is what you get." (p. 78)

Section **3.3** **Web Site Development Tools**

Web Page Component Applications

The Web designer's toolbox should include applications for creating and modifying graphics, video, and audio.

Section **3.3** **Web Site Development Tools**

Hardware and Connectivity Needs

When you publish a Web site, you must copy the site's files from your local hard drive or network to a Web server.

Many people use a **Web hosting service** to gain access to a Web server.

Web hosting service
Service that sells Web server space, usually for a monthly fee. (p. 80)

Section **3.4** Social, Ethical, and Legal Issues

The Internet and Society

There are formal and informal rules that online users must follow:

- **Acceptable Use Policy (AUP)**
- **Internet Use Agreement**
- **Netiquette**
- Privacy protection

Acceptable Use Policy (AUP) Used by organizations such as schools and businesses to regulate online use; also called *Internet Use Agreement.* (p. 84)

Netiquette General guidelines that have developed over the years to guide Internet interactions. (p. 85)

Section **3.4** Social, Ethical, and Legal Issues

Protected Information and the Web

Laws govern what you can legally download from Web sites and how you can use these files.

Most software can be categorized as **commercial software**, **shareware**, or **freeware**.

commercial software Software that is developed and distributed with the intention of making a profit. (p. 85)

shareware Copyrighted software that an author allows to be freely distributed. (p. 85)

freeware Software that can be freely copied and used for any legal purpose. (p. 85)

Section **3.4** **Social, Ethical, and Legal Issues**

Protected Information and the Web

Copyrights exist to protect creators of original work. A copyright may be attached to creative works on the Web.

A copyright notice typically includes the copyright symbol © followed by the year and the copyright holder's name.

copyright A law that asserts that only the copyright's owner has the right to sell his or her work or to allow someone else to sell it. (p. 86)

Section 3.4 **Social, Ethical, and Legal Issues**

Protected Information and the Web

A **trademark** is another important type of intellectual property.

A registered trademark is represented by one of these trademark symbols:

- ®

- TM

trademark A name, symbol, or other feature that identifies a product with a specific owner. (p. 86)

Section **3.4** ## Social, Ethical, and Legal Issues

Protected Information and the Web

When you use information from a Web site, you must cite this information.

- Author's name (last name first)
- Title of the article or Web page (in quotes)
- Complete title of the Web site (underlined)
- Date of Internet publication or copyright date
- Name of the organization
- Date you visited the site
- Site's URL (in angle brackets)

Montoya, Chris. "Citing Sources." <u>Fairlawn Library Information</u>. May 10, 2007. Fairlawn University. July 8, 2007 <www.flu.edu/library>.

Section **4.2** **Using a Text Editor**

Organizing Files and Folders

Every Web site is composed of folders and files.

Whether you use a text editor or a Web site development application, you must keep your files organized.

Section 5.1 **Creating a Mission Statement**

Determining Purpose and Goals

A **mission statement** will help define the purpose and goals of your Web site.

The purpose of your Web site is what you want your site to do.

The goals of your Web site outline the way you will fulfill your purpose.

mission statement A statement that describes the purpose and audience of a Web site. (p. 136)

Section **5.1** # Creating a Mission Statement

Determining the Audience

Your mission statement should describe the **target audience**.

Ask these questions about your target audience:

- Who is my target audience?

- Who am I?

- What does my target audience already know about my topic?

- What does my target audience want to learn from my site?

- How will my target audience access my site?

target audience The main group of people that you want to visit your Web site. (p. 137)

Creating a Mission Statement

Writing a Mission Statement

Creating a mission statement helps to determine what content is essential to your Web site. To create your mission statement, ask yourself these questions:

- What is the purpose of the Web site?
- What are the site's immediate goals?
- What are the site's long-term goals?
- Who is the target audience?

Mission Statement
The Music Department Web site will promote awareness of the Century High School Music Department by providing performance and program information.

Section **5.3** **Storyboarding Your Site**

Storyboarding

Many Web designers use **storyboarding** when designing a Web site.

Storyboarding shows the relationships among the elements on each page and the relationships among the site's pages.

storyboard A visual representation of a Web site and its pages. (p. 146)

Section **5.3** **Storyboarding Your Site**

Storyboarding

Storyboarding has a number of advantages:

- It helps you visualize the basic structure of the site.
- It graphically illustrates the links between individual Web pages.
- It provides an overall look at the contents of each Web page.
- It helps you to see whether your ideas will work well before you begin creating the actual pages.

Section **5.3** **Storyboarding Your Site**

Creating Sketches of Individual Pages

After you chart the overall scheme for your site, you should create a basic sketch of each Web page.

Sketches serve several purposes:

- They help make certain that the goals of the Web site are met.
- They provide guidelines for developing Web page content.
- They are useful when you create the page template.

Section 5.3 **Storyboarding Your Site**

Web Site Planning Checklist

There are several steps involved in planning a Web site:

- The site's purpose is clearly stated.
- Both immediate and long-term goals are specified.
- The audience for the site is specified.
- A clear and specific mission statement is written.
- An appropriate navigation scheme is chosen.
- An appropriate page title and file name are chosen for each page.
- A chart is created showing the navigation scheme, including each page's title and file name.
- The major content and graphics are chosen for each page.
- Sketches of each page are drawn.
- Sketches focus on each page's overall purpose.

Section 6.1 Creating Web Site Content

Writing for the Web

Information design involves determining a Web page's **content**, or the text and graphics included on the page.

Text content should be brief and easy to read.

Graphics content should be visually appealing and informative.

content The text and graphics included on a Web page. (p. 162)

Section **6.1** **Creating Web Site Content**

Writing for the Web

Text should be broken into small pieces on the Web page.

Section **6.1** **Creating Web Site Content**

Writing for the Web

Many Web designers agree that Web text should be organized in an inverted pyramid form.

The most important information should appear first.

inverted pyramid A type of narrative structure that places the most important information at the beginning of a story, where it will best catch the reader's attention. (p. 164)
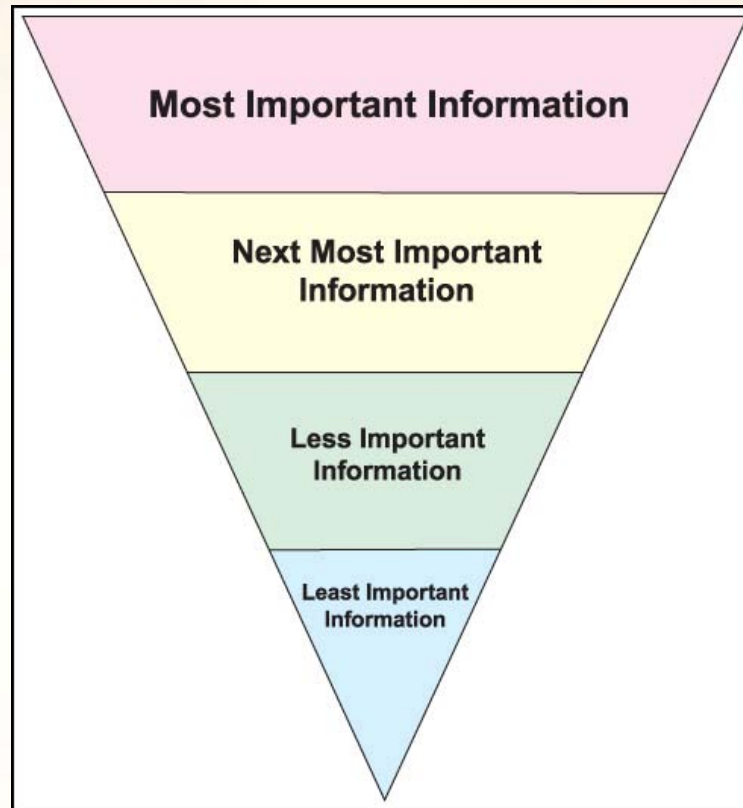
Section **6.1** **Creating Web Site Content**

Writing for the Web

Here is a graphical representation of the inverted pyramid:

Most Important Information

Next Most Important Information

Less Important Information

Least Important Information

Section **6.1** **Creating Web Site Content**

Developing Content for a Web Page

Here are some practical ideas to get you started writing:

- Brainstorm to generate ideas.
- Write down every topic you want to include on your page.
- Write a keyword next to each topic.
- Review your keywords and decide which to use in headings.

Section **6.2** **Placing Items on a Page**

Page Layout Guidelines

To make your Web site user-friendly:

- Eliminate clutter by removing unnecessary content.

- Use white space.

- Emphasize content by sizing elements in proportion to their importance.

- Group related items near each other.

- Align text consistently.

- Keep download time to a minimum by eliminating unnecessary content.

Section **6.2** Placing Items on a Page

Page Layout Guidelines

The strategic use of **white space** creates an area where the eye can take a break as it scans the page.

This helps frame and draw attention to your content.

white space An area on a Web page without any content. (p. 168)

Section **6.2** **Placing Items on a Page**

Page Layout Guidelines

If items on a page are in close **proximity** to each other, people will assume that these items are related.

proximity The closeness of elements on a page that can cause readers to make assumptions about how elements relate to each other. (p. 168)

Section **6.2** Placing Items on a Page

Web Page Dimensions

A Web page's dimensions are determined by the width and height of the page, which are viewed on the monitor.

The viewing area of a monitor is measured in **pixels**.

pixel A single point in a graphic image; short for **pic**ture **el**ement. (p. 169)

Section **6.2** Placing Items on a Page

Web Page Dimensions

Place your most important information in the **safe area** because it displays on every Web browser/system combination.

Users can make content appear smaller or larger by changing their **screen resolution**.

safe area Amount of space available on every Web browser and system combination; generally defined as 800 x 600 pixels, the size of the smallest monitor available. (p. 169)

screen resolution The amount of pixels that a monitor can display; measured by width and height, such as 800 x 600. (p. 169)

Section **6.3** **Creating a Page Template**

Designing a Template

Using a **template** is an easy way to create a new Web page.

You can create your own custom templates if premade templates do not fit your need.

template A reusable pattern that helps you place information quickly and efficiently on a Web page. (p. 171)

Section **6.3** ## Creating a Page Template

The Language Club Logo

Many Web sites include a **logo** and **title graphic** at the top of every page.

You can designate alternative text for both the logo and the title graphic. The alternative text appears on the screen if the image is not available.

logo A symbol used to represent a business or an organization. (p. 174)

title graphic An image that appears at the top of every page on a Web site. (p. 174)

Section **6.3** Creating a Page Template

Tables

Many designers use **tables**, which are made up of vertical **columns**, horizontal **rows**, and individual **cells**, to organize a Web page's content.

table An item consisting of columns and rows that is used to organize a Web page's content. (p. 175)

column Cells in a table that are arranged vertically. (p. 175)

row Cells in a table that are arranged horizontally. (p. 175)

cell Each individual square within a table; the intersection of a column and a row. (p. 175)

Section 6.4 ## Enhancing the Template

Navigation Buttons

Navigation buttons are used to locate information and navigate to other Web pages.

navigation button A button that users click to locate additional information and to navigate to other Web pages. (p. 177)

Navigation Buttons

There are different types of navigation buttons:

- **Hover button**
- **Interactive button**
- **Active button**

hover button A navigation button that changes appearance when touched by a mouse pointer. (p. 177)

interactive button A type of button that changes to let users know that an action has taken place; also called a dynamic button. (p. 177)

active button A clicked button that is in the process of doing something, such as transferring the user to another Web page. (p. 177)

Section **6.4** **Enhancing the Template**

Navigation Buttons

All navigation buttons can be placed in a **link bar** or navigation bar.

Link bars are easy to locate because they are always in the same position.

They make links easy to find because they are always in the same order.

link bar A related group of horizontally or vertically aligned links; also known as a *navigation bar* or *table of contents*. (p. 177)

Section **6.4** **Enhancing the Template**

Footer Information

Web page **footers** usually contain essential information and links.

Always include text links and a link to a pop-up e-mail window in your footer.

footer The bottom portion of a Web page; usually contains date information, copyright information, contact information, and text links. (p. 179)

Principles of Presentation Design

Consistency and Repetition

Two features that make Web sites user-friendly are **consistency** and repetition.

Repetition helps users quickly find buttons and links they need to navigate through the site.

consistency A similarity among parts of a whole; rule that encourages designers to use similar design elements throughout a site. (p. 192)

repetition Design rule that encourages designers to duplicate specific elements on all (or most) of a site's pages to make the site more user-friendly. (p. 192)

Section **7.1** **Principles of Presentation Design**

Using a Template

Using a template for your Web site ensures a unified design.

When you use a template, the position and appearance of the main elements of the site will be the same on each page.

After you have created the pages of a site and given them page titles and file names, you will create a folder in which you will store the pages.

Section **7.1** **Principles of Presentation Design**

Using a Template

Page headers usually appear at the top of each page.

Page headers should be similar in appearance on both home pages and subpages to add consistency to a site.

page header Page element that contains graphics and/or text, such as a site's logo and title graphic, and helps users identify where they are in a Web site. (p. 196)

Section **7.2** **Choosing Colors**

Color Scheme Guidelines

When choosing a **color scheme**, it is important to select colors that complement your site's theme and purpose.

color scheme A set of selected colors used consistently for a Web site's interface elements, such as title graphics, navigation buttons, and background. (p. 198)

Section **7.2** **Choosing Colors**

Web-Safe Colors

Dreamweaver makes use of **Web-safe colors**.

Web-safe colors provide reliable color that displays the same on the different types of computers.

Web-safe colors The 216 colors that display consistently from computer to computer, giving Web designers some control over their pages' appearance. (p. 199)

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

Web designers select the text's **typography**.

Determining the properties of the text is called **formatting**.

typography The style, arrangement, and appearance of text. (p. 202)

formatting Determining the font sizes, typefaces, and alignments to use on a page (p. 202)

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

Typography includes:

- **Font** type
- Font size (in **pixels**)
- Font style
- Font **alignment**
- Font color

font A family of letters, numbers, and other symbols that share a consistent style. (p. 202)

pixel A single point in a graphic image; short for **pic**ture **el**ement. (p. 203)

alignment The position of text on a page, such as left, right, or center. (p. 204)

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

Dreamweaver features a list of standard fonts.

Here are some examples of frequently used fonts:

- Times New Roman
- Courier
- Arial

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

The larger the pixel value, the larger the font size.

12 point text

14 point text

16 point text

18 point text

20 point text

22 point text

24 point text

26 point text

28 point text

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

Font styles include **bold**, *italic*, or underlined.

The use of underlined text in a Web page generally indicates a hyperlink.

Section **7.3** Fonts and Typography

Formatting Text in a Web Site

Here are examples of the four text alignment options:

This text is **left-aligned**.

This text is **centered**.

This text is **right-aligned**

Justified text has extra spacing among words so the text aligns on both margins. The last line of a paragraph of justified text is always left-aligned.

Section **7.3** **Fonts and Typography**

Formatting Text in a Web Site

Using **color** on text can help **highlight important words**.

Use color sparingly to increase the impact.

Section **7.3** **Fonts and Typography**

Formatting Guidelines

Text on your Web pages should be:

- Readable

- Formatted consistently

- Attractive

To improve readability, make sure that there is enough contrast between the text color and the background color.

Section **7.3** **Fonts and Typography**

Formatting Guidelines

Fonts can be divided into two broad categories:

- **Serif**
- **Sans serif**

Most people find sans serif fonts easier to read.

serif Font that has an extra line or curve on the ends of certain letters or numbers. (p. 206)

sans serif A font that does not have special adornment at the end of letters or numbers. (p. 206)

Section **8.1** **Web Graphics Types and File Formats**

Types of Graphics

Web designers must ask these questions when choosing graphic file formats:

- How good will the image look on screen?
- How quickly will the image download?

Section **8.1** ## Web Graphics Types and File Formats

Types of Graphics

There are two basic types of graphics:

- **Raster graphics**
- **Vector graphics**

raster graphic A graphic made up of pixels; also known as a *bitmap*. (p. 224)

vector graphic A graphic composed of simple lines defined by mathematical equations. (p. 224)

Section **8.1** **Web Graphics Types and File Formats**

Graphic File Formats

Once you create a graphic, you must save it in a graphic file format.

GIF and **JPEG** are the two most common graphic file formats used in Web design.

The file format will affect the quality of the image and the download time.

GIF (Graphic Interchange Format) A graphic file format that can save only a maximum of 256 colors. (p. 225)

JPEG (Joint Photographic Experts Group) A graphic file format that can support millions of colors; preferred format for saving photographs. (p. 225)

Section 8.1 Web Graphics Types and File Formats

Graphic File Formats

Two other less common file formats are **bitmap (BMP)** and **Portable Network Graphics (PNG)**.

BMP files are very large so they download slowly.

PNG files support more colors than GIF files yet they download quickly.

bitmap (BMP) A graphic file format that supports millions of colors and tends to download slowly. (p. 225)

Portable Network Graphics (PNG) A graphic file format that can support more colors and transparency than GIF files, and is currently becoming a more popular format. (p. 225)

Section **8.1** **Web Graphics Types and File Formats**

Compression Schemes and Download Times

The more pixels an image contains, the higher its
- Quality
- Resolution
- File size
- Download time

Download time is measured in Kilobytes (Kbps) per second.

Section **8.2** **Obtaining and Modifying Graphics**

Obtaining Graphics

Premade graphics can be found on the Web or in image collections from software packages.

Unless you have specific permission to use an image, doing so can violate copyright laws.

Obtaining Graphics

Scanners and digital cameras are input devices that can be used to create graphics.

Scanners define resolution in **dots per inch** or **dpi**. For Web use, a 600 dpi scanner is sufficient.

dots per inch (dpi) A definition of resolution that defines the number of pixels created for every linear inch of an image, such as 600 dpi. (p. 229)

Section **8.2** **Obtaining and Modifying Graphics**

Creating Graphic Files

Raster graphics are created with **image editing programs**.

Vector graphics are created with **draw programs**.

image editing programs A type of software application such as Fireworks® used to create raster graphics. (p. 229)

draw programs A type of software application such as Fireworks used to create vector graphics. (p. 229)

Section **8.2** **Obtaining and Modifying Graphics**

Obtaining Graphics

Downloading graphics without permission violates copyright laws.

You need the owner's consent to use images with a registered trademark.

Most Web sites that provide graphics include instructions for legally using their images.

Section 14.1 Web Servers

The Technical Needs of a Web Server

When choosing a **Web server** to **publish** your site, consider:

- CPU Power
- Hard Drive Speed and Capacity
- Communications Channel Bandwidth
- Scalability
- Reliability

Web server A powerful computer that maintains a constant connection to the Internet; stores Web pages and makes them available on the Internet. (p. 394)

publish To transfer files from a local computer to a remote Web server so that the Web site can be viewed over the Internet. (p. 394)

Section **14.1** Web Servers

Web Hosts

Many individuals and companies pay **Web hosts** to store their site files for them.

When choosing a **host**, consider:

- Cost
- Performance
- Reliability
- Tech Support
- Storage Space
- Bandwidth

Web host A business that provides Web server space to customers for a fee. (p. 395)

host The name of the Web server on which a particular Web site resides. (p. 395)

Section **14.1** ## Web Servers

Web Hosts

For reliability, many large Web hosting companies provide **Web server clusters** to ensure that service will not be interrupted.

Web server cluster System that stores a Web site on multiple physical computers that act as a single virtual host. (p. 396)

Section **14.2** **The Publishing Process**

Naming a Web Site

Naming a Web site is an important part of the publishing process. Consider these guidelines:

- Choose a logical name
- Keep your name short
- Choose a unique name

Go to the **InterNIC** Web site to learn about the domain name registration process.

InterNIC A Web site providing information about the Web name registration process; it is hosted by the Internet Corporation for Assigned Names and Numbers (ICANN), which assigns Web site names and IP addresses. (p. 399)